

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 050715Z AUG 76
FM AMEMBASSY ABU DHABI
TO SECSTATE WASHDC 4741
INFO USDOC WASHDC

UNCLAS ABU DHABI 2128

USDOC FOR CAGNE, SIPS

E.O. 11652: NA
TAGS: BEXP, BTIO, TC
SUBJ: CONGRESSIONAL INTEREST IN BID BY US FIRM

REF: (A) ABU DHABI 1410, (B) STATE 184540, (C) STATE 188232

1. LEWIS ARMSTRONG, PRESIDENT AND BYRON WHIPPLE,
VICE PRESIDENT FOR INTERNATIONAL MARKETING, OF KEARNY--
NATIONAL, INC. WERE IN ABU DHABI DURING WEEK OF AUGUST
1 TO SUBMIT BID TO ABU DHABI DEPT OF WATER AND ELEC-
TRICITY FOR SEVERAL MILLION DOLLARS OF ALUMINUM
STREET-LIGHT POLES. IF BID SUCCESSFUL POLES WILL BE
MANUFACTURED IN SOUTHWEST VIRGINIA.

2. ON AUG 1 ARMSTRONG AND WHIPPLE AND THEIR LOCAL
AGENT RECEIVED BRIEFING FROM AMBASSADOR AND COMMERCIAL
OFFICER. BID STRATEGY WAS DISCUSSED AND ON RECOMMEN-
DATION OF COMMERCIAL OFFICER - SUPPORTED BY KEARNY-
NATIONAL'S LOCAL AGENT - WHIPPLE AND ARMSTRONG
DECIDED TO SIMPLY THEIR BID PRESENTATION FROM THE
14 ALTERNATIVE CASES THEY HAD ORIGINALLY WORKED UP. EMBASSY'S FEELING
WAS THAT 14-CASE PRESENTATION WOULD BE SO COMPLEX AND CONFUSING AS TO
BE COUNTERPRODUCTIVE.

3. ON AUG 2 COMMERCIAL OFFICER SET UP APPOINTMENT
FOR AMBASSADOR TO INTRODUCE ARMSTRONG AND WHIPPLE TO
SHAIKH SOROOR, HEAD OF THE DEPT OF WATER AND ELECTRICITY.
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AT MEETING AMBASSADOR AND KEARNEY-NATIONAL OFFICERS

MADE STRONG PITCH FOR QUALITY OF ALUMINUM POLE AND GOOD SENSE OF BUYING PLE WHICH WILL REQUIRE NO MAINTENANCE. THIS POINT COULD NOT HAVE BEEN MADE AT MORE OPPORTUNE MOMENT AS THERE ARE CREWS OF LIGHT POLE PAINTERS ALL OVER ABU DHABI TRYING TO SALVAGE BADLY CORRODED STEEL POLES INSTALLED ONLY FEW YEARS AGO. ARMSTRONG AND WHIPPLE MADE POINT THAT WO KEARNEY-NATIONAL FLAGPOLES INSTALLED IN FRONT OF ABU DHABI NEATIONAL BANK SEVERAL YEARS AGO ARE STILL IN LIKE NEW CONDITION, AND THAT KEARNEY-NATIONAL LIGHTPOLES COULD BE EXPECTED TO BE EQUALLY DURABLE. THIS POINT MUST HAVE STRUCK HOME BECAUSE IN MEETING WITH DWE SECTION HEADS IMMEDIATELY FOLLOWING KEARNEY-NATIONAL MEETING, SOROOR TOLD HIS PEOPLE TO STOP BY THE ABU DHABI NATIONAL BANK ON THEIR WAY HOME AND LOOK AT THE BEAUTIFUL FLAGPOLES.

4. ON AUG 3 AMBASSADOR HOSTED A LUNCHEON AT THE RESIDENCE FOR KEARNY-NATIONAL PEOPLE, THEIR BANKERS, THEIR LOCAL AGENT, AND A NUMBER OF HIGH DWE OFFICIALS INCLUDING THE DEPUTY UNDER SECRETARY, THE DIRECTOR GENERAL (TECHNICAL), AND THE DIRECTOR OF POWER DISTRIBUTION. FOLLOWING LUNCHEON COMMERCIAL OFFICER GAVE ARMSTRONG AND WHIPPLE BRIEF TOUR OF ABU DHABI.

5. KEARNEY-NATIONAL BID WILL NOT BE LOW (IN COMPETITION WITH FUNDAMENTALLY CHEAPER STEEL POLES THERE IS NO WAY IT CAN BE), BUT AMBASSADOR, COMMERICAL OFFICER, LOCAL K-N AGENT, AND KEARNY-NATIONAL OFFICERS THEMSELVES HAVE ALL BEEN HITTING HARD ON POINT THAT IT IS LIFETIME COSTS WHICH COUNT NOT JUST INITIAL PRICE. WE BELIEVE WE HAVE BEEN HEARD BY DWE OFFICIALS, AND AT WEEK'S END ARMSTRONG AND WHIPPLE FELT CONFIDENT THAT THEY RECEIVED A PORTION OF THE STREET-LIGHT CONTRACT AT THE VERY LEAST.

6. COMMERICAL OFFICER INFORMED ARMSTRONG AND WHIPPLE AT AUG 1 BRIEFING THAT ANOTHER LARGE DWE INVITATION TO TENDER (FOR HIGH-VOLTAGE OVERHEAD-LINE MATERIALS - WHICH KEARNCY-NATIONAL ALSO MANUFACTURES) WAS IMMINENT.
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ON AUG 2 THIS INVITATION TO TENER WAS POUBLISHED IN LOCAL NEWSPAPER, AND KEARNEY-NATIONAL PLANS TO PURCHASE TENDER DOCUMENTS. ESTIMATED VALUE OF THIS TENDER IS 5 TO 6 MILLION DOLLARS.

7. PLEASE PASS THIS INFORMATION TO SENATOR HARRY F. BYRD JR. (VIRGINIA) AND CONG. WILLIAM WAMPLES (VIRGINIA).
STERNER

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